

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-9232

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August 26, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

OCTOBER WINSTON BUY 2 PACKS GET FREE CAP / #700927

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. **1280** SKUs of Winston B2GF Cap Sleeves / Displays (item #529301) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>WINSTON Brand Styles</u>	<u>Case Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>22</u>
12300-11906	Light Box	6M	<u>39</u>
12300-11012	Full Flavor	12M	<u>22</u>
12300-11212	FF Box	12M	<u>22</u>

Product PO # ER 2118-01

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:

September 15, 1997

Premium Arrival (@ Consolidated):

September 18, 1997

Ship Date to Retail:

October 6, 1997

Caps (Item #529301)

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

Product \$ Amount:

\$61,187.51

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Display. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston 'No Bull' Cap.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

51844 5648

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,389.33 (85.33 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

Enc: Wholesaler Packing Instructions
Winston Lighter Flyer
Retail Customer List

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

<p>Note to RJR Manager: Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.</p>
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